WorldCat Local Usability at UMD

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Alex Carroll, Rebecca Kemp Goldfinger, Jaime Mears, Steve Quintilian, Madhu Singh

About the Study

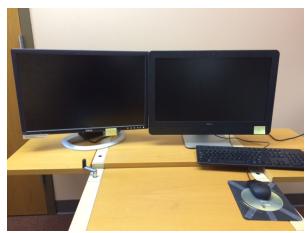
- What we wanted to learn: how easily can our users use WCUMD to...
 - Identify materials at UMCP and consortial locations (CIC, USMAI)?
 - Identify different material types (articles, books, media)?
 - Identify appropriateness/relevance of results?
 - Effectively use facets/limiters and sorting?
 - o Identify online versus print materials?
- We designed test tasks that would require users to do the above.
- Focusing on ability of tool to allow users to do the work.

Study Participants

- Recruited six participants from three affiliate statuses
 - Two faculty
 - Two graduate
 - Two undergraduate
- Literature suggests a usability test include a sample size of approximately five
- Selecting from three different affiliate statuses provided opportunity to see whether users with differing levels of expertise experienced the discovery layer differently
- Participants awarded Amazon gift card for participation
 - o Funding provided by UMD Libraries' Library Research Fund

Study Administration

 Users complete the exercise while sitting at a dual monitor work station in TSD (second floor of McKeldin).



 Users input answers on one screen, and perform their searches on the other. Actions are screen captured and recorded.

Study Administration (continued)

- Users submitted answers into Qualtrics
- Why Qualtrics:
 - Survey logic
 - Records timing of task completion
- In addition to survey functionality, Qualtrics provides us with "hard" data such as:
 - Percentage of subjects who successfully completed each task
 - Average time taken per task and subtask

Study Administration (continued)

- User activity during the exercise was tracked using Camtasia
- Why Camtasia:
 - Voice capture
 - Screen capture
 - Easy to use
- Camtasia provides us with "soft" data points
 - When do users voice frustration?
 - Owner of the owner owner
 - O What features are they using to get their results?

Study Analysis

- Combining Qualtrics responses with the (coded) audio and video from Camtasia provides a holistic picture of the user search experience
- Not just "can they search," but...
 - Can users find what they need?
 - How long does it take?
 - On they know where and how to get specific information?
 - On they use any of the features of the discovery layer?
 - When and why do they get frustrated?

Preliminary Results

(Analysis of results still ongoing)

- Tasks/subtasks that took the longest, on average:
 - Looking for unknown items that matched certain date, format,
 and subject criteria (3.2 minutes, 2.1 minutes, 2.1 minutes)
- Tasks/subtasks that took the shortest amount of time, on average:
 - Determining whether a book was held by UMCP (13.6 seconds, 8.7 seconds; although in the second case, only half the subjects were correct about ownership)

Preliminary Results (continued)

- Permalinks what are they?
 - Participants were asked to supply a permalink for each resource
 - Most participants struggled with at least one of the following:
 - What is it?
 - What is it for?
 - Where is it?

Preliminary Results (continued)

Qualitative information:

- What did you like about the WorldCat UMD search experience?
 - "The ability to specify format."
 - "You can sort the results by different types of media."
 - "It is easy to tell whether or not UMD has access to a given source/article..."
 - "...It is easy to find the item at other institutions or through interlibrary loan."
- What did you dislike about the WorldCat UMD search experience?
 - "The advanced search options reset to default every time."
 - "The search interface could be more streamlined and user-friendly for example, ...auto-populating search fields when I move into/out of the advanced search window."
 - "...I prefer to use the **[P]ubmed database** to look for peer-reviewed articles because what I get is **more pertinent** to the search."

Next Steps

- Further analysis of results from testing
 - Be on the lookout for a brown bag on results from first test
- Second iteration to investigate usability of new version of WorldCat Discovery (Fall 2015)
- Questions we hope to answer:
 - o Is the new interface easier to use?
 - O What's better? What's worse?

Questions?

Or contact us for further information:

ajcarrol@umd.edu

rkemp@umd.edu

irm7qy@gmail.com

squintil@umd.edu

madhus@umd.edu

Thank you for attending!